

2010 FOCUS CONFERENCE MAJOR SPONSORSHIPS

#1: Keynote Address #1 - \$5,000

Date/Time: Friday May 14, 2010 11:10 am • Location: Coronado Springs Resort

This keynote address will be presented by the Disney Institute and is entitled "Disney's Approach to Brand Loyalty: Using Proven Methods to Keep Patients Loyal to your Institution". In 2009, the keynote address presented by the Disney Institute was very well attended and was considered a lecture highlight of the conference. It will be again in 2010. Sponsoring this address is a great way to align your company name with a professional aspect of the conference that will be attended by all.

Exclusive Sponsorship includes: Banner displayed in auditorium (provided/hung by sponsor), literature distribution in auditorium, sponsor acknowledgement by MC, sponsor acknowledgement in conference program and a full page color ad in the conference program.

KEYNOTE ADDRESS BY THE



#2: Keynote Address #2 - \$5,000

Date/Time: Saturday May 15, 2010 9:00 am • Location: Coronado Springs Resort

This special, second keynote address will be presented by William Dement MD, respectfully known as the "father of sleep medicine". Dr. Dement's address is entitled "Sleep and Our Society. Sponsoring this address is a great way to align your company name with a professional aspect of the conference that will be attended by all.

Exclusive Sponsorship includes: Banner displayed in auditorium (provided/hung by sponsor), literature distribution in auditorium, sponsor acknowledgement by MC, sponsor acknowledgement in conference program and a full page color ad in the conference program.



#3: "Beach Boys" Dance/Concert Exclusive Sponsorship - \$7,500

Date/Time: Wednesday May 12, 2010 8pm – 11pm • Location: Coronado Springs Resort

The Landsharks Beach Boys Tribute Band will perform all the Beach Boys hits. This is a free evening of top-notch entertainment for all attendees and their families and will be maximally attended.

Exclusive sponsorship includes: Sponsor banners in ballroom (supplied and hung by sponsor), rights to distribute literature in ballroom, rights to have your company personnel on hand to greet guests, sponsor acknowledgement in conference program and a full page color ad in the conference program.



#4: Comedy Evening of Entertainment - \$7,500

Date/Time: Friday May 14, 2010 8:30 pm – 10:30 pm Location: Coronado Springs Resort

Sponsor Focus's hilarious Comedy Night, starring "Rodney Dangerfield" and "Joan Rivers" with all attendees having to visit your booth to pick up their tickets. This special night right at the Disney Coronado Springs Resort is included in everyone's registration fee and so, will be highly attended.

Exclusive sponsorship includes: Sponsor banners in ballroom (supplied and hung by sponsor), rights to distribute literature in ballroom, rights to have your company personnel on hand to greet guests, sponsor acknowledgement in conference program and a full page color ad in the conference program.



#5: 5k Run/Walk & Children's Fun Run - \$5,000

Date/Time: Thursday May 13, 2010 7:00 am • Location: Coronado Springs Resort (conference site)

All attendees are invited to participate in this event. Children's run follows 5k run/walk and includes prizes for 1st - 3rd place. This race is professionally managed by an event management company.

Exclusive sponsorship includes: Commemorative t-shirt with sponsor logo for all participants, sponsor signage at event (supplied and hung by sponsor), rights to have your company personnel on hand to greet participants, sponsor acknowledgement in conference program and a full page color ad in the conference program.



#6: 2010 Ford Focus Car or \$10,000 Cash Giveaway - \$5,000

Date/Time: Friday May 14, 2010 8:00 pm • Location: Exhibit Hall

This is one of the most exciting moments at every Focus Conference. Every attendee gathers around the car to find out if they are the lucky winner of the car or \$10,000 cold hard cash.

Exclusive sponsorship includes: Signage around and on the car which is on display during the entire conference. For 2010, the Ford Focus will be placed in the center of the exhibit hall and clearly visible and accessible from all sides, plus sponsor acknowledgement in conference program and a full page color ad in the conference program.



ADDITIONAL SPONSORSHIP OPPORTUNITIES

- #7: Coffee in the Exhibit Hall *** **Date/Time:** May 14th 8:30am - 10:00am **Sponsorship Fee:** \$1,000 **Benefits:** Coffee will be served from 12 "stations" throughout the exhibit hall. Each station will have a placard reading, "Morning Coffee Compliments of X Corporation, Booth XXX". Your company name will be on all 12 placards. The sponsorship will be highlighted in the conference program and on a sign to be displayed at the entrance of the exhibit hall.
- #8: Caricature Artist** **Date/Time:** May 13th 5:00pm - 8:00pm & May 14th 8:00am - 3:00pm & 5:30pm - 8:00pm **Sponsorship Fee:** \$2,000 **Benefits:** The sponsor of this artist will have the artist placed at their booth during all times that the exhibit hall is open.
- #9: Badge Lanyards *** **Sponsorship Fee:** \$5,000 **Benefits:** Attendee badge lanyards will prominently display a company's name for the duration of the conference. To become the lanyard sponsor, a company may *either* provide 3000 lanyards **and** a sponsorship fee of \$750 to Focus by April 15, 2010 or *reimburse* FOCUS \$5,000 to have FOCUS produce the lanyards. The sponsorship will also be highlighted in the conference program and on a sign to be displayed at the exhibit hall entrance.
- #10: Notepads** **Sponsorship Fee:** \$3,000 **Benefits:** A notepad will be placed in the registration packet of every attendee and extra pads (for a total of 3500 pads) will be available in the back of every lecture room. Pads may have your company name and logo printed at the top of the pad. To become the notepad sponsor, a company may *either* provide 3500 notepads **and** a sponsorship fee of \$750 to FOCUS by April 15, 2010 or *reimburse* FOCUS \$3000 to have FOCUS produce the notepads *for* the company. The sponsorship will also be highlighted in the conference program and on a sign to be displayed at the entrance of the exhibit hall.
- #11: Writing Pens** **Sponsorship Fee:** \$2,500 **Benefits:** A pen will be placed in the registration packet of every attendee and extra pens (for a total of 3,500) will be available in the back of every lecture room. To become the pen sponsor, a company may *either* provide 3,500 pens **and** a sponsorship fee of \$750 to FOCUS by April 15, 2010 or *reimburse* FOCUS \$2500 to have FOCUS produce the pens *for* the company. The sponsorship will also be highlighted in the conference program and on a sign to be displayed at the entrance of the exhibit hall.
- #12: Attendee Totebags *** **Sponsorship Fee:** \$8,000 **Benefits:** A cloth conference bag will be given to each attendee upon their check-in at the registration desk. These bags (2,500) will have the sponsor's name and logo printed in white on a solid colored bag (color chosen by sponsor). The sponsorship will be highlighted in the conference program and on a sign to be displayed at the entrance of the exhibit hall.
- #13: Aisle Floor Graphics *** **Sponsorship Fee:** \$500 *per* aisle (2 signs/aisle) or \$4,000 (all 9 aisles) **Benefits:** Approximately 18 large, 4' x 2' aisle floor graphics will be placed at the head and end of each aisle in the exhibit hall. Your company's name and booth number will be printed on the bottom 1/3 of these aisle signs. The sponsorship will also be highlighted in the conference program and on a sign to be displayed.
- #14: Hotel Room Key Card Sleeves *** **Sponsorship Fee:** \$2,500 **Benefits:** Your company's 4-color artwork (i.e. company name and logo) will appear printed on the hotel room key card sleeve of every Focus Conference attendee. The sponsorship will also be highlighted in the conference program and on a sign to be displayed at the entrance of the exhibit hall.
- #15: Attendee Totebag Literature Insertions *** **Sponsorship Fee:** \$750 **Benefits:** *Guarantee* that attendees go home with *your* literature. Insert a single piece of your company literature into the totebags of all attendees. Your 3000 pieces of literature must be drop shipped to the Disney Coronado Resort (Attn: Focus Show Management) by May 5, 2010.
- #16: Conference Banners *** **Sponsorship Fee:** \$1,000 - \$3500 (depending on location) **Benefits:** Keep your company's name fresh in the minds of attendees with strategically placed banners. Banners are displayed in eye-catching locations in the flow of attendee foot traffic adjacent to the exhibit hall and lecture rooms. Banner pricing includes all fees for installation and removal. Banners must be supplied by sponsors and must have grommets for hanging. Contact Michael Di Domenico @267.708.2035 for a photo map of locations.
- #17: "Footprints" Floor Graphics *** **Sponsorship Fee:** \$3,000 **Benefits:** Lead attendees directly to your booth with "footprints" that begin at the exhibit hall entrance and end at your booth. Our "footprints" are high-quality, four color, vinyl graphics that adhere to the exhibit hall carpet and are printed with your design including company name and booth number. Sponsorship includes printing, installation and removal of floor graphics.
- #18: Sponsorship of Educational Lectures *** See page 22 for details.

* AdvaMed Compliant

SPONSORSHIP CONTRACT

A 50% deposit is required with this application/contract. The remainder shall be due in full by March 20, 2010.
All sponsorship payments (deposits and/or final payments) are non-refundable.

Company Name _____

Company Address _____

City _____ State _____ Zip _____

Phone: _____ Fax _____ Email _____

The undersigned hereby authorizes FOCUS Publications, Inc. to reserve sponsorship of the event(s) checked below.

- # 1: Keynote Address #1 (Disney Institute) * - May 14th, 11:10am \$ 5,000
- # 2: Keynote Address #2 (William Dement MD) * - May 15th, 9:00am \$ 5,000
- # 3: "Beach Boys" Dance/Concert - May 12th, 8:00pm - 11:00pm \$ 7,500
- # 4: Comedy Evening of Entertainment - May 14th, 8:30pm - 10:30pm \$ 7,500
- ~~# 5: 5K Run/Walk & Children's Fun Run - May 13th, 7:00am **SOLD** \$ 5,000~~
- # 6: 2010 Ford Focus Car or \$10,000 Cash Giveaway - May 14th, 8:00pm \$ 5,000
- ~~# 7: Morning Coffee in the Exhibit Hall * - May 14th, 8:30am - 10:00am **SOLD** \$ 1,000~~
- ~~# 8: Caricature Artist - May 13th, 5:00pm - 8:00pm, May 14th, 8:00am - 3:00pm and 5:30pm - 8:00pm **SOLD** \$ 2,000~~
- ~~# 9: Badge Lanyards * **SOLD** \$ 5,000~~
- # 10: Notepads \$ 3,000
- ~~# 11: Writing Pens **SOLD** \$ 2,500~~
- ~~# 12: Attendee Tote Bags * **SOLD** \$ 8,000~~
- # 13: Aisle Floor Graphics * \$ 3,000
- ~~# 14: Hotel Room Key Card Sleeves * **SOLD** \$ 2,500~~
- # 15: Attendee Tote Bag Literature Insertion * \$ 750
- # 16: Conference Banners * (depending on location) \$ 1,000 - \$ 3,500
- # 17: Footprints Floor Graphics * \$ 3,000
- # 18: Bronze Level Educational Grant * (Indicate chosen lecture or workshop below) \$ 1,000
Title of Lecture or Workshop (Please print) _____
- # 19: Silver Level Educational Grant * (Indicate 3 chosen lectures or workshops below) \$ 2,000
Title of Lecture or Workshop (Please print) _____
Title of Lecture or Workshop (Please print) _____
Title of Lecture or Workshop (Please print) _____
- # 20: Gold Level Educational Grant * (Indicate 5 chosen lectures or workshops below) \$ 3,000
Title of Lecture or Workshop (Please print) _____
Title of Lecture or Workshop (Please print) _____
Title of Lecture or Workshop (Please print) _____
Title of Lecture or Workshop (Please print) _____
Title of Lecture or Workshop (Please print) _____
- # 21: Platinum Level Educational Grant * (Indicate chosen lecture track below) \$ 5,000
Lecture Track (Please print) _____

Authorizing Signature _____

Title _____

Printed Name _____ Date _____

Please return completed application with company check (made out to FOCUS Publications, Inc.) to:
FOCUS Publications, Inc. 22 South Parsonage Street Rhinebeck NY 12572 Questions? Call (267) 708-2035

* AdvaMed Compliant